

FIELDMAN Blair CarrollDATE 9-24-84*INSPECTION TYPE Complete unannouncedCONTRACT # SLANDE 05-02BILLING LIST USED 8/25/84
LMPOSTING INSPECTION FORMPROGRAM 100's Pool

VMS

MARKET Anderson, S.C.T/A 3C1INSPECTION DATE 9/20/84PLANT SummitTAB AUDIT 4-83 LAST INSPECTION N/AMEDIA VALUE100 POOL SUMMARY

SHOWING SIZE (GRP'S)

75 (55)

COST/MONTH

\$ 1414.00

TOTAL # PANELS

8

ILLUMINATED PANELS

3

CONTRACTED FOR

3

MARKET POPULATION

140.4

D.E.C.

76.9

GUARANTEED D.E.C.

64.0

IMPRESSION RATING

69

% P.M. SINGLE PANELS

100 %

% PLANT SINGLE PANELS

100 %FIELD IMPRESSION OF SHOWING

HIGHLY VISIBLE, WELL DISTRIBUTED

VISIBLE, GOOD DISTRIBUTION

VISIBLE, RESTRUCTURED DISTRIBUTION

RECOMMENDED CANCELLATION

* Complete or partial/announced or unannounced

2040974312

**SHOWING
QUALITATIVE ANALYSIS**

DISTRIBUTION ANALYSIS

<u>PANEL RATING</u>	<u>EXISTING</u>	<u>APPROVED</u>	<u>TYPE</u>	<u># OF LOCATIONS</u>
100			Point of Purchase	<u>2</u>
75	<u>5</u>	<u>6</u>	Commercial	<u>5</u>
50	<u>3</u>	<u>2</u>	Industrial	
25			Central Business	<u>1</u>
0			Residential	
			T & S	
RATING	<u>66</u>	<u>69</u>	Military	
			Expressway	
			Stoplight Approaches	<u>2</u>

***MARKET PRESENCE**

<u>PHILIP MORRIS IS:</u>	<u>RJR</u>	<u>B & W</u>	<u>LORILLARD</u>	<u>AMERICAN</u>	<u>L & M</u>
MORE DOMINANT		<u>✓</u>			
EQUAL TO					
LESS DOMINANT	<u>✓</u>				

*Compare strongest competitive showing with this pool

OVERALL PLANT CONDITION

LIGHTING	<u>✓</u> Fluorescent	<u> </u> Incandescent	<u> </u> Other
LIGHTING QUALITY	<u> </u> Excellent	<u> </u> Acceptable	<u> </u> Poor <u>✓</u> Not Checked
POSTING CONDITION	<u>✓</u> Neat & Clean	<u> </u> Poorly Posted	<u> </u> Flagging
STRUCTURE MAINTENANCE	<u>✓</u> Well Maintained	<u> </u> Acceptable	<u> </u> Poor

DISCUSSION (Problems/recommended solution/other recommendations)

All the Current Copy was posted and in good Condition, as the plant was in the posting leaving. Three changes were made to improve Field impression and Dec. Dec jumped from 90.0 to 76.9.

Summary form attached

Two additional units will be recommended to bring the showing up to a # 100.